

FOR IMMEDIATE RELEASE: July 18, 2012
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DOG DAYS OF SUMMER HIT DOWNTOWN GLENDALE FOR CITY'S ANNUAL CANINE CELEBRATION

GLENDALÉ, Ariz. – Don't let the dog days of summer get you down; instead celebrate with your pooch at Glendale's Dog Days of Summer event on Saturday, Aug. 4, from 7-10 a.m. This year's fun will begin in the morning with a "picnic" breakfast for dogs and their owners, and then follow it up with lots of great deals and more treats for man and best friend alike.

Start the day at Murphy Park, located at 58th Avenue and Glendale, at the Glendale Visitor Center Booth where you will receive a listing of the day's activities. Plus, the first 100 people who stop by the Visitor Center booth will also receive a gift bag.

Picnic Breakfast in the Park will be served between 7 and 9 a.m. Pratt's Pets will be cooking up free "Woofles" pancakes for dogs. Bitz-ee Mama's will be serving breakfast burritos for a nominal fee. All proceeds from the breakfast sale will benefit the Sun Valley Animal Shelter. In addition, a Dog Days of Summer program will begin at 9 a.m. in the Murphy Park Amphitheater with presentations by Sun Valley Animal Shelter and Glendale's Crisis Response Team, Glendale's Diva Dog Snowball, a raffle to win a dog 'paw-ty', the announcement of the winner of the online Look-Alike Contest and a downtown merchant/dog parade.

The morning also offers pet owners and their dogs many exhibit booths, with the emphasis our four-legged friends with everything from frozen doggie treats to pet massages and pet gifts and accessories. As visitors explore the downtown, there will be water and cool pool stations throughout the area for pets. Additional highlights of the day will include:

- Visits with Glendale's favorite furry employees, the Fire Department's Crisis Response Dogs
- Free Frosty Paw frozen treats for dogs at Papa Ed's Ice Cream (while supplies last)
- Pet massages, pet gifts and accessories

- Raffles and prizes

Participants can enter the Pet Look-alike Contest online prior to the event. Anyone can submit a photo that depicts them and their ‘look-alike’ dog. Prizes will be awarded at the event for the winner but you need not be present to win. Contest information is available at www.visitglendale.com.

The Dog Days of Summer also includes a donation drive for pet food and supplies to benefit the animals at Sun Valley Animal Shelter. For a wish list of items needed, visit www.sunvalleypets.org. For more details on the donation drive and the overall event, check out www.visitglendale.com or call the Glendale Convention & Visitors Bureau at 623-930-4500.

The Dog Days of Summer event is sponsored by the Glendale Convention & Visitors Bureau, Papa Ed’s Ice Cream, Bitz-ee Mama’s, Republic Services, Pratt’s Pets, Woofles Dog Treats and Sun Valley Animal Shelter.

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